



ENOCH TECH & TRAINING PVT LTD

MCA Registered | MSME Certified | ISO 9001:2015 | GST Compliant

MBA PROJECT TITLE

Marketing:

MARKETING & CONSUMER BEHAVIOR PROJECTS

1. A Study on Consumer Perception of Hyundai [Car Model]
2. Project Report on Consumer Behaviour Towards HMT (Hindustan Machine Tools)
3. Brand Awareness of Spencer's: A Comparative Analysis with Big Bazaar and Other Retail Chains
4. Advertising Strategies in the Indian Corporate Sector
5. B2B Marketing Strategies on Social Media Platforms
6. A Study on the Retail Penetration Level of Airtel Prepaid Cards
7. Measuring the Success of New Product Launches in the Indian Automobile Industry
8. A Project Report on the Brand Image of Apollo Tyres
9. Websites and Portals: Leveraging Digital Platforms for Marketing Effectiveness
10. A Study on Premium Credit Card Users: Customer Profiling for Targeted Promotions
11. A Study on Consumer Awareness with Special Reference to Nestlé India Limited

MARKETING STRATEGY & BUSINESS DEVELOPMENT PROJECTS

12. An Evaluation of Sales Promotional Activities and Consumer Response: A Case Study of Airtel
13. The Evolution of New Marketing Strategies in the IT Sector: A Case Study of V-Soft Consulting
14. An Analytical Study on Sales and Distribution Channels: A Case Study of LG Electronics India
15. A Strategic Study on Customer Relationship Management (CRM) in the Banking Sector: With Reference to Digital Minds Software
16. The Impact of Web Designing and Social Media Marketing on Business Visibility: A Case Study of UrbanKisaan



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CUSTOMER SATISFACTION & SERVICE QUALITY PROJECTS

- 17. Service Quality and Consumer Satisfaction at Maruti Service Centers
- 18. Customer Satisfaction Analysis in the Automotive Sector: A Case Study of Hero MotoCorp Ltd
- 19. A Study on the Effectiveness of Services Provided to Private Banking Customers of [Bank]
- 20. A Study on Customer Expectations, Experience, and Satisfaction Toward Service Delivery
- 21. A Study on Customer Experience Management (CEM) in the Personal Loan Sector
- 22. A Study on the Awareness and Acceptance of HPP (Home Protection Plan)

BANKING & INVESTMENT BEHAVIOR PROJECTS

- 23. A Study to Evaluate Banking Services Offered to SME Customers by ICICI Bank
- 24. A Study on Trading Behavior of Investors at Reliance Money – BSNL
- 25. A Study on Customer Attitudes Towards Internet Banking Services: With Reference to ICICI Bank
- 26. A Study on Customer Perception and Satisfaction with E-Banking Services: A Case of Kotak Mahindra Bank
- 27. Consumer Awareness on Financial Products and Services: A Study Conducted at HDFC Bank
- 28. Customer Relationship Management Strategies in the Banking Sector: A Case Study on HDFC Bank

SALES & STRATEGIC MANAGEMENT PROJECTS

- 29. A Study to Identify Sales Management and Leadership Effectiveness

TELECOM & MOBILE COMMUNICATION STUDIES

- 30. A Comparative Study on Customer Preferences in Mobile Communication: Airtel vs. BSNL



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HR

Training & Development

1. Evaluation of Training Programme at Balaji Amines
2. A Comprehensive Study on the Training Programs Undertaken at HDFC Standard Life and Their Impact on Employee Development
3. An Empirical Survey on Talent Management Strategies and Their Role in Workforce Development at HDFC Bank

Compensation & Benefits Management

4. An Analytical Study of Compensation and Benefits Structures and Their Impact on Employee Retention: A Case Study of Biological-E Ltd.
5. Evaluating Compensation Management Practices and Organizational Effectiveness: Insights from Hero Corp.

Employee Retention, Engagement & Satisfaction

6. Evaluating Employee Retention Strategies at Standard Group of Companies
7. Assessing the Effectiveness of Employee Motivation Interventions: A Quantitative Study at HDFC Bank
8. Strategies for Enhancing Employee Satisfaction: An Investigative Study at Bajaj Auto Ltd.
9. A Study on Job Satisfaction Among Employees at Tecumseh Products India Pvt. Ltd.
10. Analysis of Employee Engagement in Organizations: A Case Study of Amul
11. The Importance of Employee Engagement: A Case Study at D-Mart (Avenue Supermarts Ltd.)
12. Employee Perception and Organizational Insights at Hindalco Industries Ltd. (Formerly Annapurna Foils Ltd.)
13. Employee Relationship Management at Tata Business Support Services
14. Employee Remuneration Practices at Deccan Solutions
15. A Study on Employees' Welfare and Satisfaction at Qualicare Pharma Ltd.
16. Rewards and Recognition Practices as Drivers of Employee Engagement: A Case Study of Dr. Reddy's Laboratories
17. Quality of Work Life (QWL) Initiatives and Their Impact on Job Satisfaction: A Case Study of Tecumseh Products India Pvt. Ltd.
18. Evaluating QWL Programs and Employee Outcomes: A Study at HDFC Bank



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Workplace Stress, Absenteeism & Grievance Management

19. Stress Management Frameworks and Employee Well-Being: A Case Study of Reliance Industries Ltd.
20. Stress Management Strategies for Employees at Big Bazaar (Future Group)
21. Analysis of Stress Levels Among Hospital Employees
22. Strategy to Resolve Employee Grievances at Khaitan Electricals Ltd.
23. A Study on Employee Grievances at Pulsus Group
24. Employees' Absenteeism at Heritage Foods India Ltd.

Compliance & Legal Framework

25. Implementation of the Factories Act at Sirpur Paper Mills Ltd.
26. A Study on the Implementation of the Factories Act at Britannia Industries
27. HR Policies and Their Implementation at Hindustan Coca-Cola Beverages Pvt. Ltd.
28. HR Payroll Management at Hindustan Unilever Limited

Organizational Behavior & Leadership

29. A Study on Organizational Behavior of Employees at Celkon
30. A Study on the Impact of Job Roles on Employee Performance at Coromandel International
31. Analyzing Leadership Skills in Teamwork: A Case Study at Nestlé India Ltd.
32. Leadership Effectiveness and Team Performance Metrics: An Analytical Study of LG Electronics India

Performance Appraisal & Evaluation Systems

33. Design and Implementation of Performance Appraisal Systems: Lessons from Tecumseh Products India Pvt. Ltd.
34. A 360-Degree Performance Appraisal System: Evaluation Practices at Hero MotoCorp Ltd. (Phoenix Motors Pvt. Ltd.)



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- 35. Comparative Analysis of Performance Appraisal Practices and Their Outcomes: A Study at ICICI Prudential
- 36. Employee Response to Performance Management Systems: An Assessment at Heritage Foods Ltd.
- 37. A Study on the Effectiveness of Performance Appraisal Techniques at Aviva Life Insurance

Recruitment, Selection & HR Strategy

- 38. Recruitment and Selection Processes and Their Alignment with Organizational Goals: A Case Study at ICICI Prudential
- 39. Best Practices in Talent Acquisition and Selection: An Exploratory Study at Big Bazaar (Future Group)
- 40. A Study on Recruitment and Selection Strategies: With Reference to ICICI Prudential Life Insurance
- 41. Recruitment Trends and Best Practices in the Insurance Sector: A Study on Tata AIG Insurance Ltd.
- 42. Strategic Human Resource Management Practices at Indiabulls Financial Services: An Analytical Approach

Technology & Knowledge in HR

- 43. Leveraging Knowledge Management Systems for Talent Development: Insights from Tecumseh Products India Pvt. Ltd.
- 44. The Role of Human Resource Information Systems (HRIS) in Workforce Management: A Case Study at Heritage Foods Ltd.
- 45. Knowledge Management Practices at Hyderabad Chemicals Products Ltd.

FINANCE:

A. Capital Budgeting & Financial Planning

- 1. Financial Performance of Capital Budgeting – HDFC
- 2. Capital Budgeting – Kesoram
- 3. An Overview of Budget and Budgetary Control Mechanisms at Heritage Foods Ltd
- 4. A Financial Appraisal of Capital Budgeting Techniques: A Study at HDFC Ltd



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B. Working Capital & Cash Management

5. An Analytical Study on Working Capital Management Practices and Financial Efficiency at Heritage Foods Ltd
6. General Working Capital Management and Financial Planning: A Case Study of Tecumseh Products India Pvt. Ltd

C. Risk Management & Insurance

7. Risk Management Practices: A Case Study of Aviva Life Insurance
8. An Overview of Financial Risk Management Practices at Indiabulls Financial Services

D. Equity & Derivatives Markets Analysis

9. Equity Analysis on Public vs. Private Sector Banks: A Comparative Study at SBI
10. Fundamental Analysis of Equity: A Project Report at Angel Broking Pvt. Ltd.
11. Equity Market Trends and Fundamental Analysis: A Study at Angel Broking Pvt. Ltd.
12. In-Depth Analysis of the Derivatives Market: A Case Study of Karvy Stock Broking Ltd
13. A Study on the Risk and Return Trade-Off in Equity Investments: With Reference to BSE and Kotak Securities

E. Mutual Funds & Portfolio Management

14. Performance of Mutual Funds: A Study at HDFC Asset Management
15. Mutual Funds: A Consumer Perception Study at HDFC Bank (Qesto)
16. Internal Schemes of Mutual Funds: A Review at HDFC Asset Management
17. Performance Evaluation of ICICI Prudential Mutual Funds: A Case Study by India Infoline
18. Financial Evaluation of Selected Mutual Funds: A Comparative Study by India Infoline
19. Performance-Based Study on Sectoral Mutual Funds: With Reference to India Infoline
20. Investor's Willingness to Take Financial Risks in Mutual Fund Investments: A Study at SBI
21. Portfolio Management: A Case Study of Networth Stock Broking Ltd
22. Security Analysis & Portfolio Management: A Study at India Infoline
23. Asset-Liability Management: A Case Study of Heritage Foods Ltd



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F. Banking Operations & E-Banking

- 24. System Design and Functional Modules of the Bank Account Management System: A Project Report by Logic Systems Pvt. Ltd.
- 25. Understanding Online Trading Systems and Investor Participation: A Study on Sharekhan
- 26. A Comparative Study on Customer Satisfaction Levels in E-Banking Services: With Reference to SBI Bank
- 27. Online Banking System at HDFC Bank: System Features and Consumer Perspectives
- 28. A Study on Awareness Levels of Personal Banking Products Among Consumers: With Reference to SBI Bank
- 29. Digital Payments in India: A Consumer Perspective Analysis with Reference to Eunimart
- 30. The Impact of E-Payment Modes on Consumer Behavior: A Case Study of Digital Minds Pvt. Ltd.

G. Forex & International Finance

- 31. A Study on Foreign Exchange Management Practices in the Indian Banking Sector: With Reference to HDFC Bank

H. Corporate Finance & Mergers & Acquisitions

- 32. Mergers & Acquisitions: A Case Study of India Infoline Ltd.
- 33. Market Potential Analysis: A Study of Honda Motorcycles & Scooters India Ltd.
- 34. Impact of Foreign Institutions on the Indian Equity Market: A Study by India Infoline Ltd.

I. Finance Systems & FinTech

- 35. ERP System Management and Optimization: A Case Study of Logic Systems Pvt. Ltd.
- 36. ERP Implementation Practices and Challenges: A Case Study of HCC Infrastructure Ltd.
- 37. ERP Implementation Strategy and Effectiveness: A Study at Pranikh Tech Solutions Pvt. Ltd.
- 38. Adoption of Cloud Technology in Small Businesses: An Analytical Study with Reference to the IT Industry at Logic Systems Pvt. Ltd.
- 39. Cloud-Based Small Business Innovations in the IT Sector: A Case Study on Pranikh Tech Solutions Pvt. Ltd.
- 40. Quality Decision-Making and Its Role in Organizational Growth in the IT Sector: A Case Study on Abhibus



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J. Taxation & Regulatory

41. Tax-Saving Schemes: A Study at HDFC Bank

K. Operations Finance (Inventory Management)

42. An Inventory Management Analysis to Enhance Operational Efficiency: A Case Study of Ultratech Cement Ltd.

